

CITY OF REEDLEY COMMUNICATOR



Points of Interest:

- City Manager's Blog—"Challenges Just Keep Coming"
- Chamber of Commerce News
- City Business Licenses
- Community Services Activities

Información en estas hojas informativas están disponible en español llamando 637-4200 ext. 212.

HOW TO CONTACT US:

City Services 637-4200
Administration Ext. 212
Public Works Ext. 214
Commty Dev. Ext. 222
Building Ext. 225
Code Compliance 637-4230
Fire 637-4230
Police 637-4250 or 911
Community Svcs 637-4203
Senior Services 637-4207
Dial-A-Ride 637-4202

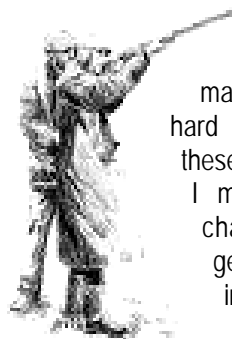
Reedley City Council

Mary Fast, Mayor
Pete Chavez, Mayor Pro Tem
Anita Betancourt
City Council Member
Steve Rapada
City Council Member
Ray Soleno
City Council Member

CITY MANAGER'S BLOG

"Challenges Just Keep Coming" - By Rocky Rogers

Wow! The year is more than half over, the City has passed its budget and the challenges just keep coming. By the time you read this, summer will be half over also. Ever wonder why things happen the way they do? It's difficult if not impossible to know what's coming tomorrow. The State's budget changes weekly. Moving targets are harder to hit but occasionally you do hit them. For instance our 4th quarter fiscal year sales tax estimates came in and we were short by approximately \$19,000. We estimated \$1.58 Million and received \$1.49 Million. That's just over 94% accuracy. Not bad for shooting at the economic clay pigeons that have been flying around.



My hat's off to the Finance Director, Department Heads and Mid-managers for all their hard work on the budget these past few months. As I mentioned above, the challenges (clay pigeons) just keep coming. Someone once told coaching great

Vince Lombardi that practice makes perfect. Coach Lombardi came back with "practice does not make perfect, perfect practice makes perfect". Coach Lombardi also was the one who said "winning isn't everything, but wanting to win is". If you think about what was said, Coach Lombardi imparts a great deal of wisdom. A City can do things over and over and over again and again and get perfect at doing it but is it the right thing or the perfect thing? Sometimes we have to evaluate our processes to insure we are working on that perfect way not just "a" way of doing things. Coach Lombardi's second quote is the best in my view. It's not important that we always win but it is important that we are always trying to win. The Staff at City Hall will be committed this next year to try and win your trust, your confidence and your thank you by providing correct information, transparency within the law, and amazing customer service. We will work to improve our processes, our attitudes and our work ethics. The best way to hit a moving target is to lead it. That's my promise to you.



CHAMBER OF COMMERCE NEWS



The Greater Reedley Chamber of Commerce has been formed and a mission statement has been adopted: "Building a better Reedley through economic development." The new board has been established, By-Laws have been adopted and a preliminary budget has been approved. A search committee has been appointed and is currently recruiting a managing CEO. They want to provide Reedley area businesses and citizens an organization that will ensure the continued success of a healthy business environment in our community.

We will keep you informed about the progress in establishing new contact information, office location and staff. If you have any questions or suggestions, please contact any of the board members listed: *President, Caroll Friend; Vice President, Dawn Barcellos; Treasurer, Scott Thomason; Board Members—Horacio Aleman, Lore Callahan, Juan Garza, Robert Huebert, Wes Isaac, Michael Jackson, Dennis Lowe, Pamela Ott, Scott Preheim, Ed Ramos, Jim Shekoyan; City of Reedley Representative, Rocky Rogers.*

visit our website at: www.reedley.ca.gov

CITY BUSINESS LICENSES

Any business, or person conducting business in the City of Reedley must have a City of Reedley business license. All non-profit organizations must register with the City of Reedley and obtain a City of Reedley business license. (Non-profit organizations are exempt from the annual business license tax fee of \$75.) Below are a few excerpts taken from the City's Municipal Code Book. For more detailed information please visit the City's website at www.reedley.ca.gov (Found under the subheading "Quick Links".)

Chapter 2 Licensing

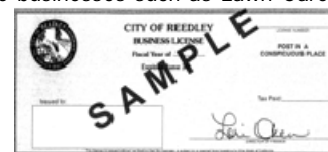
3-2-1: DEFINITIONS: BUSINESS: Includes a corporation, association, syndicate, partnership, profession, trade and occupation and all and every kind of calling, whether or not carried on for profit. (Ord. 683, 4-16-1985)

3-2-4: AUTHORITY UNDER LICENSE: A. Conduct of Business: A license shall authorize a party obtaining the same to transact the business described in such license in a particular locality in the city.

3-2-5: CONDITIONS OF LICENSE: A. Separate License Required For Each Place Of Business: A separate license must be obtained on each branch, establishment or separate place of business. The number of businesses shall be determined by the number of sales tax permits which have been issued by the California state board of equalization

PLEASE NOTE: All licensed mobile food vendors such as Taco Trucks, Shaved Ice, Ice Cream Trucks, Ice Cream vendors with small push carts must have a City of Reedley Business License Decal affixed to their vehicle of business. This also includes other mobile businesses such as Lawn Care & Maintenance.

CAUTION: Mobile vendors on bicycle carts selling corn, snow cones and churros are not permitted in the City of Reedley. Please report these to the Reedley Fire Department—Code Enforcement Division 643-0720.



COMMUNITY SERVICES ACTIVITIES



Aquatics—A 4th session (August 3-14) of swim lessons has been added. To sign up for swim lessons please call the pool at 643-0595. We will also be open for recreational swim during these two weeks. The pool is available for rentals for birthday parties during these warm summer months.

Adult & Child CPR and First Aid Class—Registration starts July 27th. Prepare for emergencies with American Red Cross Training.

Our class is designed to give you the confidence to respond in an emergency situation with skills that can save a life. The class will be held Saturday August 22nd from 9-2 p.m. at the Community Center. Registration is \$55.

Babysitting Class—Calling all youth ages 11-15 – September 15th and 17th from 3:30-5:30p.m. at the Community Center. Registration starts August 17th. Cost is \$32 per participant. This class is designed to provide information and skills necessary to provide safe and responsible care for children in the absence of their parents or guardians.

Pre-School and Pre-Kindergarten registration is available starting August 3rd. For more information on days/times and cost of class please contact the Community Services office at 637-4203.

Registration runs August 3rd – 28th for the following programs:

Girls Volleyball is designed to teach basic fundamentals and volleyball skills. This season we are offering the program to grades 3rd – 8th. Program fee: \$40 per participant.

Back by popular demand... **Tiny Tots Flag Football** is a parent-child program that introduces participants ages 3-6 years old to the sport. Registration is \$40 for each participant.

Test your skills at our annual **Punt, Pass, and Kick** competition at Citizen's Park on Saturday, September 26th. The competition will be held from 9-11a.m. and is designed for boys and girls ages 8-15. The top participant in each age division will qualify for the sectional competition at Fresno State.



Central California Blood Bank—Thursday, September 17th in the California Room at the Community Center—4-7 p.m. If it has been some time since you have donated blood, perhaps you are unaware that 98% of medications are now acceptable. Diabetics and heart patients along with previously denied cancer patients, who have been in remission for five years, may be able to donate.

Yard Sale—On Saturday, September 12th the Senior Commission on Aging will have a Yard Sale here at the Community Center. How would you like to get money for items you are no longer using? You may rent a space for your sale items for only \$15 and keep all the money you make or you can donate good sellable items to the senior center. Start your spring cleaning and give us a call for more information at 637-4207.



MISSION STATEMENT: We, the members of the Reedley City Council and employees of the City of Reedley, foster a high quality of life for our entire community by creating an environment of open communication, progressive partnerships, economic opportunities and the delivery of efficient, responsive and excellent community services.